

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

### Listing of Claims:

1. (Currently Amended) A method for delivering multimedia content on a physical media, comprising:
  - placing at least one media key block on the physical media;
  - dividing the multimedia content on the physical media into multiple parts;
  - randomly selecting content keys corresponding to each part of the multimedia content;
  - encrypting the parts of the multimedia content with corresponding content keys;
  - selecting a media key block from a set of media key blocks;
  - encrypting the corresponding content keys with the media key block; and
  - delivering the encrypted corresponding content keys to a player of the physical media<sup>[[:]</sup>, wherein a subset of the encrypted corresponding content keys are embedded on the physical media, and wherein at least one of the encrypted corresponding content keys not in the subset are distributed using a web service provider and are not embedded on the physical media;
- wherein the physical media includes a physical media unique key encrypted in each of the content keys such that (a) a media key obtained from the media key block is combined with a volume identifier (ID) for the physical media using a cryptographic hash to provide the physical media unique key, and the physical media unique key is then encrypted in each of the corresponding content keys; or (b) wherein the physical media unique key is the media key.

2. (Previously Presented) The method of claim 1, wherein delivering the encrypted corresponding content keys comprises delivery over a network.
3. (Previously Presented) The method of claim 1, wherein the encrypted corresponding content keys are associated with a price related to the use of the parts of the multimedia content.
4. (Previously Presented) The method of claim 3, further comprising delivering the price concurrently with the encrypted corresponding content keys.
5. (Previously Presented) The method of claim 4, further comprising determining the price when the encrypted encryption key is delivered.
6. (Previously Presented) The method of claim 3, further comprising associating the encrypted corresponding content keys with a maximum price.
7. (Original) The method of claim 6, further comprising preventing playback of the part if the maximum price is reached.
8. (Original) The method of claim 2, wherein the delivery over the network involves a secure protocol; and  
further comprising placing necessary data for the secure protocol on the physical media.
- 9-16. (Canceled)
17. (Currently Amended) A computer program product having instruction codes for delivering multimedia content on a physical media, comprising:

a set of instruction codes for placing at least one media key block on the physical media;

a set of instruction codes for dividing the multimedia content on the physical media into multiple parts;

a set of instruction codes for randomly selecting content keys corresponding to each part of the multimedia content;

a set of instruction codes for encrypting the parts of the multimedia content with corresponding content keys;

a set of instruction codes for encrypting the corresponding content keys with a media key block selected from a set of media key blocks; and

a set of instruction codes for delivering the encrypted corresponding content keys to a player of the physical media[[:]], wherein a subset of the encrypted corresponding content keys are embedded on the physical media, and wherein at least one of the encrypted corresponding content keys not in the subset are distributed using a web service provider and are not embedded on the physical media;

wherein the physical media includes a physical media unique key encrypted in each of the content keys such that (a) a media key obtained from the media key block is combined with a volume identifier (ID) for the physical media using a cryptographic hash to provide the physical media unique key, and the physical media unique key is then encrypted in each of the corresponding content keys; or (b) wherein the physical media unique key is the media key.

18. (Previously Presented) The computer program product of claim 17, wherein the set of instruction codes for delivering the encrypted corresponding content keys delivers the encrypted corresponding content keys over a network.

19. (Previously Presented) The computer program product of claim 17, wherein the encrypted corresponding content keys are associated with a price related to the use of the parts of the multimedia content.
20. (Previously Presented) The computer program product of claim 19, wherein the set of instruction codes for delivering the encrypted corresponding content keys delivers the price concurrently with the encrypted corresponding content keys.
21. (Previously Presented) The computer program product of claim 20, wherein the set of instruction codes for delivering the encrypted corresponding content keys further determines the price when the encrypted encryption key is delivered.
22. (Previously Presented) The computer program product of claim 19, wherein the set of instruction codes for delivering the encrypted corresponding content keys associates the encrypted encryption key with a maximum price.
23. (Previously Presented) The computer program product of claim 22, further comprising a set of instruction codes for preventing playback of the part if the maximum price is reached.
24. (Previously Presented) The computer program product of claim 18, wherein the delivery over the network involves a secure protocol; and  
further comprising a set of instruction codes for placing necessary data for the secure protocol on the physical media.
- 25-32. (Cancelled)

33. (Currently Amended) A system for providing a service for delivering multimedia content on a physical media, comprising:

- a placement of at least one media key block on the physical media;
- a division of the multimedia content on the physical media into multiple parts;
- a random selection of content keys corresponding to each part of the multimedia content
- an encryption of the parts of the multimedia content with corresponding content keys;
- a selection of a media key block from a set of media key blocks;
- an encryption of the corresponding content keys with the media key block; and
- a delivery of the encrypted corresponding content keys to a player of the physical media [[:]] , wherein a subset of the encrypted corresponding content keys are embedded on the physical media, and wherein at least one of the encrypted corresponding content keys not in the subset are distributed using a web service provider and are not embedded on the physical media;

wherein the physical media includes a physical media unique key encrypted in each of the content keys such that (a) a media key obtained from the media key block is combined with a volume identifier (ID) for the physical media using a cryptographic hash to provide the physical media unique key, and the physical media unique key is then encrypted in each of the corresponding content keys; or (b) wherein the physical media unique key is the media key.

34. (Previously Presented) The system of claim 33, wherein the delivery of the encrypted corresponding content keys comprises delivery over a network.

35. (Previously Presented) The system of claim 33, wherein the encrypted corresponding content keys are associated with a price related to the use of the part.

36. (Previously Presented) The system of claim 35, further comprising a delivery of the price concurrently with the encrypted corresponding content keys.

37. (Previously Presented) The system of claim 36, further comprising a determination of the price when the encrypted corresponding content keys is delivered.

38. (Previously Presented) The system of claim 35, further comprising an association of the encrypted corresponding content keys with a maximum price.

39. (Previously Presented) The system of claim 38, further comprising a prevention of playback of the part if the maximum price is reached.

40. (Previously Presented) The system of claim 34, wherein the delivery over the network involves a secure protocol; and  
further comprising a placement of necessary data for the secure protocol on the physical media.

41-48. (Canceled)